

Organization Name: Bozeman, Big Sky & West Yellowstone
Convention and Visitor Bureaus

Project Name: Frontier Airline Coop **Approved Audits/Apps committee**
7/21/08

Application Completed by: Cynthia Andrus

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

Frontier Airline began flying into Bozeman on May 22nd of this year. In an effort to show support for Frontier's three daily departures and arrivals from Denver, the Big Sky, Bozeman and West Yellowstone CVB's along with Moonlight Basin and Big Sky Resorts will work together on an inbound marketing campaign. Three markets were considered, Denver, Texas and Oklahoma. With Travel Montana having a presence in the Dallas market for Warm Season, the group agreed to piggy back with the state's efforts and focus on Dallas. This campaign will include both a print and an Internet component.

-The direct email to the Dallas News travel opt-in list will do well given the geo-targeting and opt-in nature

- Mountaingetaways.com has some good fishing/active adventure content that worked well for Big Sky this summer so it will also perform well for this purpose.

- Texas Monthly does have a small portion of out of state distribution (about 10%), but the vast majority of the circulation is in-state, with about 33% of total circulation being within the greater Dallas/Fort Worth area. It is an attractive publication with some good editorial. Travel Montana is running an ad for their key market effort in the June-August issue, so this placement will piggy back nicely on that.

- While Texas Parks and Wildlife does not have a travel section, it is a nice glossy magazine for avid hunters and fishers in Texas with a decent circulation. It is very niche and very on target to reach those hunting/fishing enthusiasts in Texas. (See attached media plan).

This project will be used in conjunction with other Bozeman and Big Sky business to who will be promoting Frontier Airlines as an additional outbound service. Both of these campaigns will be taking place during the fall shoulder season.

Goal:

1. To promote direct flights from Denver on Frontier Airlines into Gallatin Field Airport.
2. To educate the direct flight passenger of accessibility from Gallatin Field to Bozeman, Big Sky and West Yellowstone.

Objectives:

The purpose of this step is to establish realistic, achievable objectives and assess the feasibility of your project in relation to stated objectives. Your objectives should be specific, measurable and realistic.

Bozeman

1. Increase enplanements from Dallas to Bozeman by 20% .
2. Increase bed tax collections in the shoulder season by 8%.

3. Work with Travel Montana, other regions, CVB's and private partners to target niche markets with customized campaigns to build shoulder season visitation.

West Yellowstone

1. Increase number of visitors at the Grizzle Wolf and Discovery center by 2%
2. Increase length of stay measured by those who register at the Visitor Center by five hours.
3. Increase in visitors during the shoulder season at our other major attractions.

Big Sky

1. Develop campaigns that educate the direct flight markets with regard to the ease and accessibility to Gallatin Field and Big Sky.
2. Promote target destination and successfully fill new direct flights so that no guarantee will need to be paid at the end of the season.

Identify the portions of your marketing plan which support this project,

1. Increase four-season revenue in the Gallatin Valley, specifically in the Big Sky, Bozeman and West Yellowstone communities.
2. Build and maintain a consistent image of the Gallatin Valley as a premier destination in Montana.
3. Continue to expand our marketing effectiveness by joining our efforts with those of marketing partners.
4. Continue to target markets as accurately as possible to assure funding is used to reach an audience that asks for information, travels to Gallatin Valley and spends significant dollars.

Does this project support the Strategic Plan? **Yes X** **No** **If so describe how.**

Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions focusing on high-value, low impact visitors.

Action 1.1 Implement highly targeted consumer advertising and promotion campaigns based on strategic marketing plans and track/report results (p.49-50)

"Coordinate promotion efforts to maximize reach to specific target and niche markets, achieving lower costs, broader impact and high return on investment"

Action 1.3 Work collaboratively with other tourism marketing partners to plan and implement priority marketing efforts (p.52-53)

"By partners working together to plan strategically and leverage resources, Montana can maximize its effectiveness."

Goal 7: Improve Montana's transportation system for both residents and non residents.

Action 7.1 Increase air service capacity to and from Montana's cities. (p.68)

Detail pages attached
Budget

Yes X

No

<u>Professional Services</u>	<u>State Funds</u>	<u>Other</u>	<u>Total</u>
Creative Services	\$6257.50		\$6257.50
Media placement			
Print	\$7110.00	\$7,000	\$14,110.00
Internet	\$9,632.50		\$9632.50
 TOTAL			 \$30,000

Breakdown	
Bozeman CVB	\$10,000
Big Sky CVB	\$10,000
West Yellowstone CVB	\$3000
Big Sky Resort	\$3500
Moonlight Basin resort	\$3500
 TOTAL	 \$30,000